

**Last year the Montana Tobacco Use Prevention Program selected 15 youth programs as mini-grant recipients. Here are some of the great activities they did. Please refer to the 2006-2007 grant cycle application for more great ideas you can do in your community!**

#### **Trading Cards - Glendive**

*Trading Cards* **organized a carnival** for 6<sup>th</sup> through 8<sup>th</sup> graders and included a number of different tobacco events and facts, as well as giveaways.

#### **Teens in Partnership - Glendive**

*Teens in Partnership* **organized a Walk-A-Thon** for Kick Butts Day called "Walk for the Cause." The *Teens in Partnership* members collected pledges and all money was donated to the American Cancer Society. They presented prizes to competitors and invited media.

#### **Stillwater Teens Against Tobacco - Columbus/Stillwater County**

They **organized a graffiti wall** that was covered with anti-tobacco graffiti and personal stories. They sent the wall to a tobacco industry executive. They also **organized a bulletin** to be read during school announcements. At the grade schools, they organized a **Kick Butts Day Poster contest** for K through 5<sup>th</sup> graders and a **"Knock Out Tobacco Ads" event**.

#### **Little Shell Chippewa Youth Coalition – Great Falls**

Recorded **Public Service Announcements** on local TV/radio stations about dangers of smokeless tobacco. Included statements about the traditional and ceremonial use of Tobacco

#### **Great Falls Native American Coalition – Great Falls**

Recorded 2 **Public Service Announcements** for local TV/radio stations. One focused on how the tobacco industry uses Native American Images to the sell their products and the second focused on how the tobacco companies use advertising to target youth.

#### **Capital High School Link Crew – Helena**

Their activities focused on Kick Butts Day. They **filmed a mock trial** of "Mr. Butts" that will be played on the school TV station and a local Helena station. They also **tied 1200 red ribbons** to fence alongside the football field the symbolized the 1200 people who die everyday from tobacco related illnesses.

#### **Helena High School Link Crew Peer Mentoring - Helena**

On Kick Butts Day, the Peer Mentoring Class conducted "**Project 1200**." They displayed 1200 crosses on the school lawn that represented the number of tobacco related deaths each day in the US. Signs describing the event were also displayed. They also **handed out stickers** to all their peers, **created posters** and **recorded school announcements** about the event.

#### **TASC (Teens Advocating for a Safe Community) - Butte**

They **created t-shirts** focused on the number 1400, the number of Montana citizens who die each year from tobacco related diseases . They also **gave out stickers** with

1400. In addition, they asked teachers to put the number 1400 on the board without explanation. Then they **organized a “walk out”** to the football field where they revealed to the students what 1400 meant and other tobacco facts.

#### **Phillips County Youth Coalition for Healthy Choices – Malta**

This group implemented 3 Activities: Youth Jedi “STRIKE BACK” Against Big Tobacco **Bowling Trip** for 5<sup>th</sup> and 6<sup>th</sup> graders where they learned about harmful effects of tobacco and how the Industry targeting youth. They also conducted Tar Wars “Youth Jedi Strike Back Against Big Tobacco” **skit that was performed** on Kick Butts Day. Tar Wars “Youth Jedi Strike Back Against Big Tobacco” **Poster Contest** for 4<sup>th</sup> to 6<sup>th</sup> graders.

#### **Project HELP - Billings**

They conducted a **“Project Soles 1400” and a Pledge Wall**. For Project Souls they displayed 700 pairs of shoes that symbolized the 1400 people who die in Montana for tobacco related illness. The project also incorporated a Pledge Wall. Individuals pledged to help someone they know in their struggle to quit their tobacco habit. They involved community members and schools in the collection shoes, pledge cards, and set up.

#### **Liberty County TATU (Teens Against Tobacco Use – Chester/Inverness**

Conducted **presentations to all health/PE classes** targeting students from grades 7 to 12 addressing both spit and smoke tobacco. **Distributed wristbands and travel mugs.**

#### **Boys and Girls Club of the Hi-Line - Havre**

The Teen Program **created 1400 crosses that were displayed** at a high visibility area in Havre on Kick Butts Day. The crosses represented the 1400 Montanans that die each year for tobacco related illnesses. Large reader boards were also created to explain the display. **Media attended** the event.

#### **Laurel Middle School – Laurel**

This event was organized around Kick Butts Day. The project was **“What’s in a Cigarette and other gross facts about tobacco use.”** The project involved 80-100 middle school students. On the day of the events, students wore signs around the necks with gross tobacco ingredients or facts. The group also **presented to the student body** on Big Tobacco and its marketing strategies.

#### **Trout Creek Eighth Grade Class – Trout Creek**

The eighth grade class **developed a presentation geared at K to 2<sup>nd</sup> graders** that focused on the marketing strategies of the tobacco industry and how they target young people. They also created a presentation for an older age group that compared the prices of tobacco called “Smoke and Go Broke.” They also held a **poster contest** for 3<sup>rd</sup> through 6<sup>th</sup> graders with the slogan “What You Can do Instead of Chew.” They also had a **paper chain** that ran the length of the school hallway that symbolized the 1200 people who die every day for tobacco related illnesses.